

36508/RRT/I148

ABSTRACT



In one embodiment, the present invention is a computer system
5 for managing advertisements for use in an interactive electronic
television program guide (EPG) comprising: a memory storing
information regarding advertisements to be displayed on the EPG
including one or more of the group of: times of day of ad display,
duration of ad displays, location of ad displays, days of week of ad
10 displays, television programs broadcast at or about the time of ad
display; rotation rate for ads, number of ads being rotated with the
ad, memory required for storage of ad at EPG location, payment rates
for ads. The invention determines the distribution of advertisements
based on the information stored in the memory and distributes
15 advertisements to the EPG based on the determined distribution.